

Jewish Teen Education and Engagement Initiative Cross Community Evaluation

Shared Measures of Success October 2015

Measure of Success #1

NUMBERS OF ENGAGED TEENS



Dramatically increase the number of teens in targeted geographic areas engaged in Jewish learning during their high school years.

In most Jewish communities, the number of teens who are involved in programming for Jewish teens ranges between 10% and 25% of the local Jewish teen population. Through targeted investment in select Jewish communities, we seek to fund strategies that, by the end 2020, will enable communities to influence the Jewish learning and growth of 40% of their Jewish teens during their high school years.

Measure of Success #2

DIVERSITY OF ENGAGED TEENS



Involve Jewish teens who come from diverse Jewish backgrounds.

Most of the teens who currently opt into Jewish involvement have previous Jewish experience from their families, schooling, summer camp, youth group and/or travel to Israel. This funder collaborative seeks to co-invest in strategies that will influence the Jewish learning and growth of teens from a range of backgrounds — those who have not had previous Jewish experiences as well as those who have, and those from diverse socio-economic, demographic, and geographic communities.

Measure of Success #3

TEEN LEARNING AND GROWTH AS JEWS



Provide Jewish teens with experiences that will contribute to their Jewish learning and growth during their high school years.

The field of Jewish social science is becoming increasingly sophisticated at measuring the development of young Jews' knowledge, behaviors, attitudes, and beliefs as indicators for future Jewish involvement. Specifically, this funder collaborative seeks to co-invest in strategies that will:

- ◆ Empower Jewish teens to develop a sense of what being Jewish means to them, why it is important to them, and its relevancy to their everyday lives.
- ◆ Increase Jewish teens' skills and involvement in personal and Jewish communal life such as Shabbat, Jewish holidays, life-cycle events, Israel and cultural activities, volunteer service, and ongoing learning and discussion on Jewish topics.
- ◆ Deepen Jewish teens' connections to their Jewish peers, Jewish adult role models, the Jewish community, and Israel.
- ◆ Increase Jewish teens' interest in continuing to learn, explore and be involved with Jewish life during their college years and beyond.

Measure of Success #4

FINANCIALLY SUSTAINABLE MODELS



Build models for Jewish teen education that are sustainable.

The Funder Collaborative recognizes that it will take both time and significant communal investment to get teen engagement right. At the same time, as we seek to co-invest in initiatives that are moving toward wide acceptance by and integration into the local Jewish community, we are aware that it is important to monitor and provide feedback on developments in the structural and operational aspects of the initiatives. Positive developments may include, but are not limited to, realistic fundraising plans; diversified revenue sources; clearly stated mission aligned with goals and objectives; strong and stable leadership; opportunities for staff and board growth; evidence of a demand for services; strategic partnerships; and an ability to respond to changing needs.

Measure of Success #5

TEEN EDUCATION AND ENGAGEMENT A PRIORITY FOR LEADERS AND PARENTS



Establish Jewish teen education and engagement as a priority for local Jewish community leaders and parents.

Appreciating that new initiatives will only be as strong as the systems that support them, members of the Funder Collaborative seek to build broad-based coalitions within our communities that support, in word and deed, efforts to engage teens Jewishly. We will seek to engage key stakeholders including, but not limited to, Federation professionals and lay leaders; rabbis and congregational lay leadership; youth professionals; families of teens and pre-teens; and teens themselves. We will seek evidence of this support in some or all of the following: continued/increasing/guaranteed financial support from the local Federation; public statements from varied stakeholders about the importance of community-wide teen engagement; multi-institutional collaborations to engage teens; financial and/or volunteer involvement of families of teens; increasing numbers of teens on boards of local Jewish communal organizations; and strategic communications and outreach tools that foster the development of broad community support.